

Create Wisconsin's 2025 Legislative Agenda

Learn more about the economic and community impact of Wisconsin's creative sector and TAKE ACTION for the arts and creativity as a critical investment for Wisconsin!

Wisconsin's current creative economy investment:

The Wisconsin Arts Board, within the Wisconsin Department of Tourism, administers artistic and cultural grant programs for cultural organizations and individual artists. Most grant programs are directed toward nonprofit organizations and provide support to engage people in arts experiences. In FY2024, the Wisconsin Arts Board was appropriated \$1,078,000 GPR through the state budget process, or \$0.18 per capita. By comparison, FY24 per capita arts agency spending in Minnesota is \$9.62 and Illinois's spending \$5.22. *An additional \$5 million (at least) annually would increase per capita spending in Wisconsin to \$1.03, a rank of 27th nationally, according to the [National Assembly of State Arts Agencies](#).*

Proposals to strengthen the creative sector statewide:

- 1) **Increase investment in Wisconsin's arts and creative sector infrastructure, and access to the arts for everyone, everywhere in the state, through the Wisconsin Arts Board.** We call for a substantial increase in investment to bring the state's ranking to at least \$1 per capita in the Wisconsin Arts Board, the state agency dedicated to the arts. This investment will support organizational programming and operations to grow arts and cultural opportunities that are available and accessible to the people of Wisconsin.
- 2) **Establish a Rural Wisconsin Creative Economy Grant Program.** Under the proposal, grants up to a maximum \$50,000 would be awarded competitively to eligible businesses, tribal and municipal governments, economic development associations and local arts organizations in rural areas of the state for the **promotion or development of creative or cultural businesses, products, or services.** "Rural area" is a city, town, or village with a population of less than 20,000 or an area that is not an urbanized area, as defined by the federal bureau of the census.
- 3) **Create film & television production incentives and a state film office,** to grow jobs and investment through more film and television programs and projects statewide state. Wisconsin is one of only five states lacking a film office and one of ten without any production incentives. Without these essential resources, the state is missing out on significant economic opportunities. [Action Wisconsin](#) is working to create and retain jobs, enhance the economy, and promote tourism through film and television production.

"When you invest in the arts and culture, you are investing in an industry that strengthens your economy and builds more livable communities." Arts & Economic Prosperity VI. [Arts & Economic Prosperity VI: The Economic & Social Impact Study of Non profit Arts & Culture Organizations & Their Audiences in Wisconsin](#), Americans for the Arts and Wisconsin Arts Board

Here's why this investment is so important:

- Wisconsin's **NONPROFIT ARTS SECTOR:**
\$933.3 MILLION in Economic Activity in 2022

✓ **\$437.1 MILLION** spent by arts and culture organizations

✓ **\$496.2 MILLION** in event-related expenditures by audiences, including accommodations, food and beverage, recreation, retail shopping, even baby-sitters!

- Wisconsin **arts and cultural businesses**, which are integral to the strength and vitality of Wisconsin's creative sector, provide for a *more robust visitor economy* and enhance residents' *quality of life*.

- **35 key arts and culture industries** were responsible for **\$1.1 billion** in value added to the Wisconsin economy and **5,176 workers**, according to the US Department of Commerce's Bureau of Economic Advisors and National Endowment for the Arts.

- **Rural Voices for Prosperity**, a 2020 state of Wisconsin report found: *"Hundreds of thousands of people bring millions of dollars into the economies of Wisconsin's vibrant rural places each year, encouraged as much by arts and culture as by scenic beauty and outdoor assets."*

- To address out-migration, a 2022 Forward Analytics report, ***Moving In? Exploring Wisconsin's Migration Challenges*** suggests a multipronged approach to attract talent and enhance quality of life, including **bolstering amenities that appeal to young adults**. There is growing interest in creative economic development as a key component of economic and workforce development strategies among municipalities, counties, tribal nations, Chambers of Commerce, Visitors and Convention Bureaus, Main Streets and artistic and cultural organizations.

Learn more and take action!

Create Wisconsin

www.createwisconsin.org | info@createwisconsin.org | 608 255-8316

Arts and Cultural Production Satellite Account (ACPSA)

Wisconsin's creative sector contributed **\$12.5 BILLION** to the state's economy in 2022 and employed **over 95,000 workers** - more workers than in the biotech and papermaking industries.

Top 5 core arts and cultural industries comprised nearly **\$2.4 BILLION** in 2023:

Advertising | Architectural Services
Promoters of Performing Arts and
Similar Services | Performing Arts
Services
Graphic Design Services

*[US Dept. of Commerce - Bureau of Economic
Advisors/National Endowment for the Arts]*

